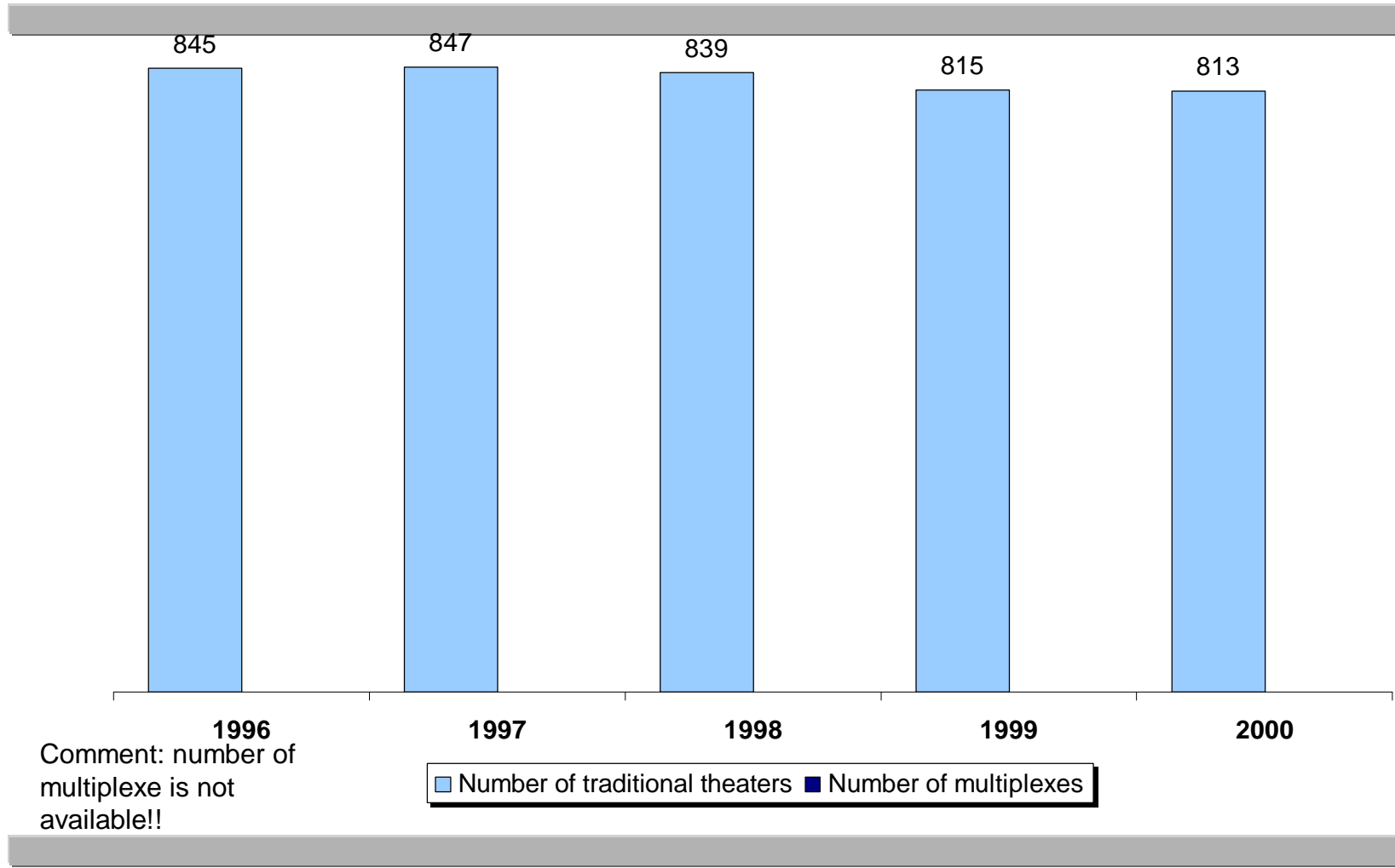
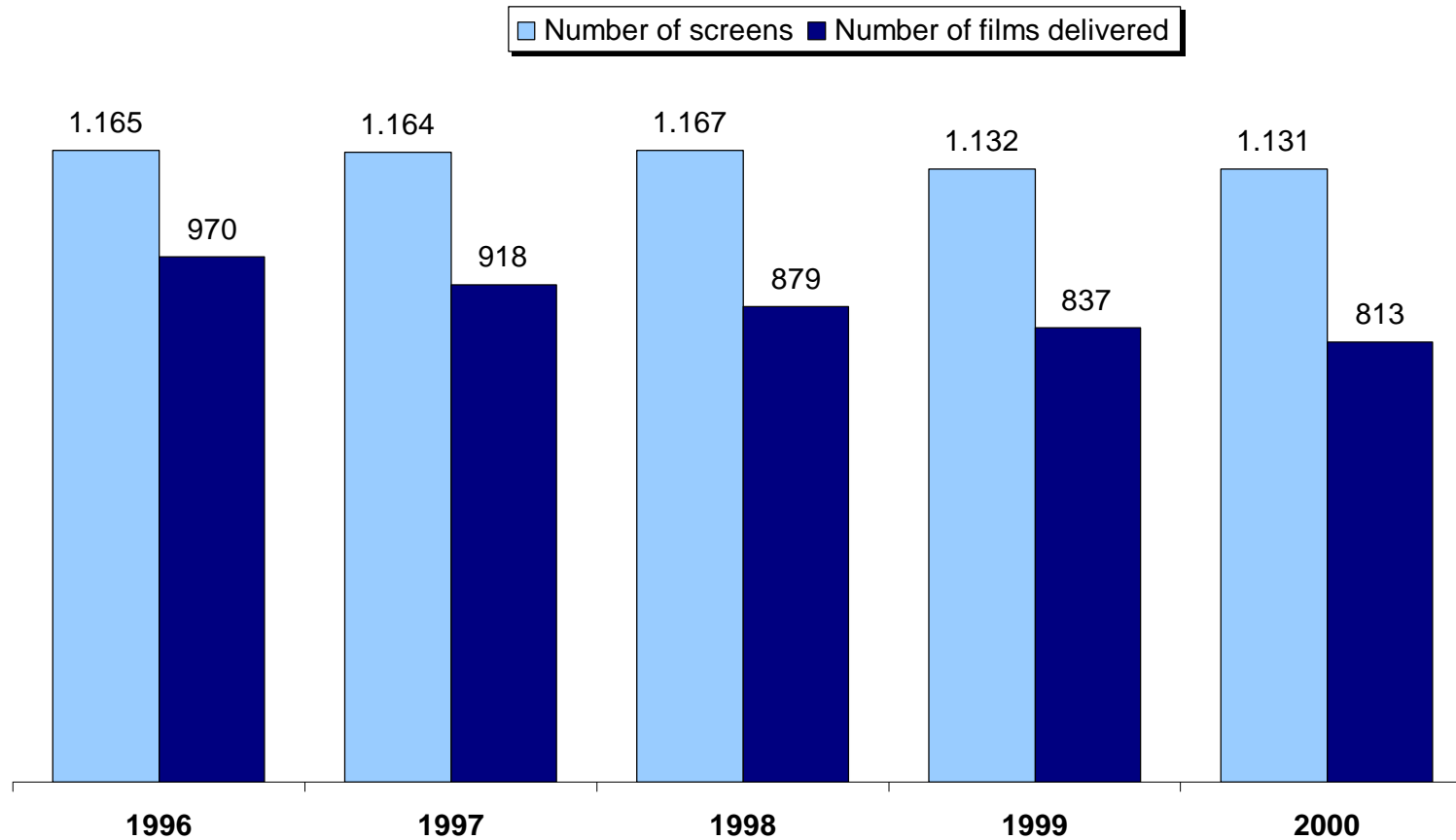

Cinema : Sweden

5.1. General indicators

About Cinema Structure



About Cinema Structure

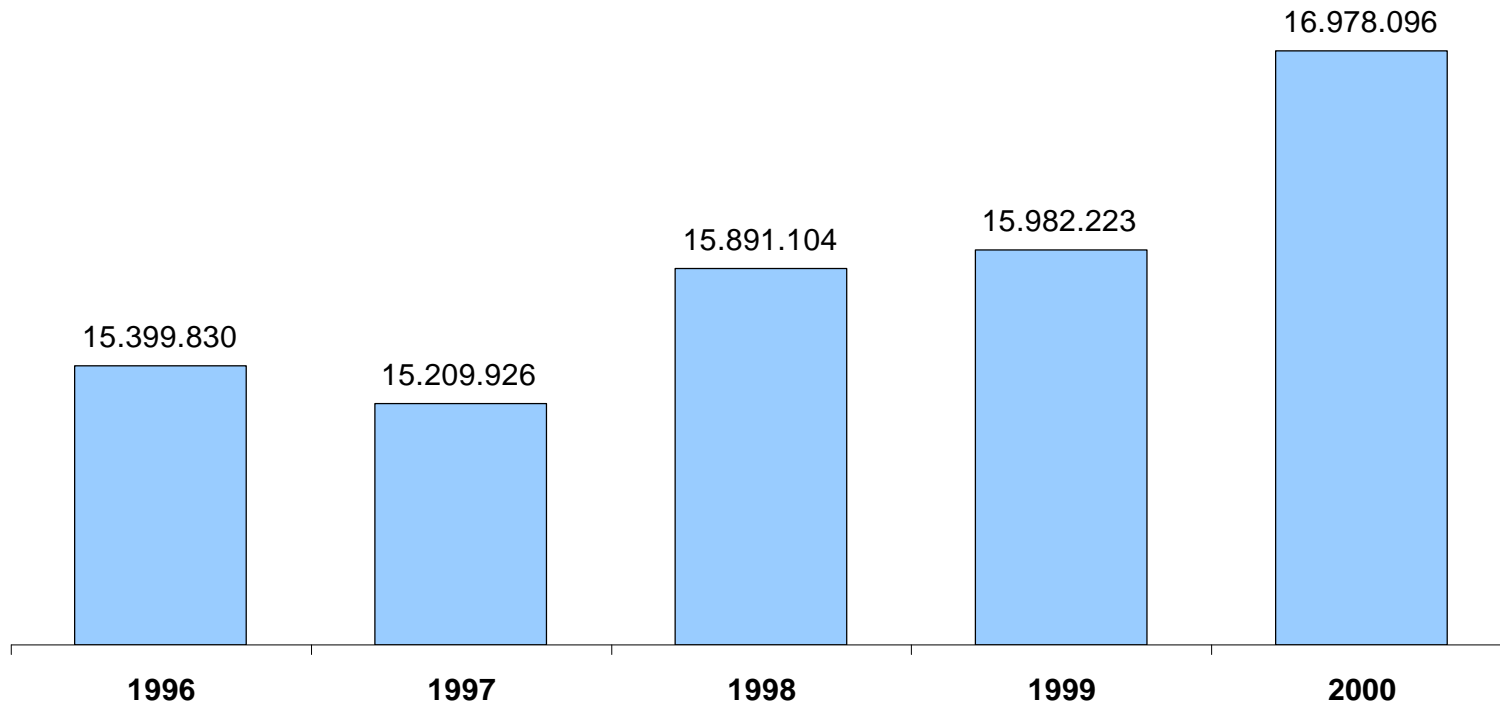


5.2. Audiences

About Audiences



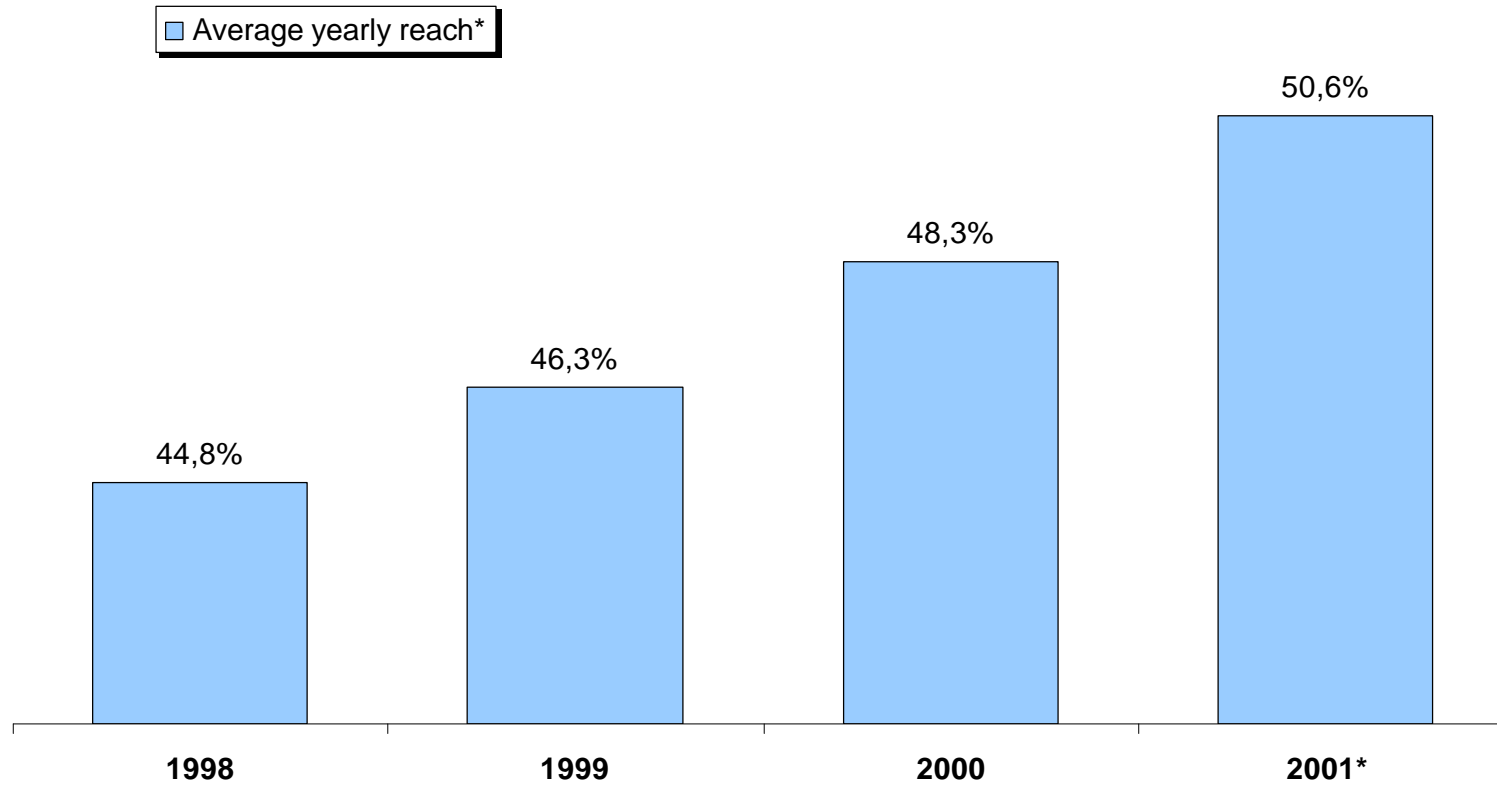
■ Number of tickets sold - annual basis



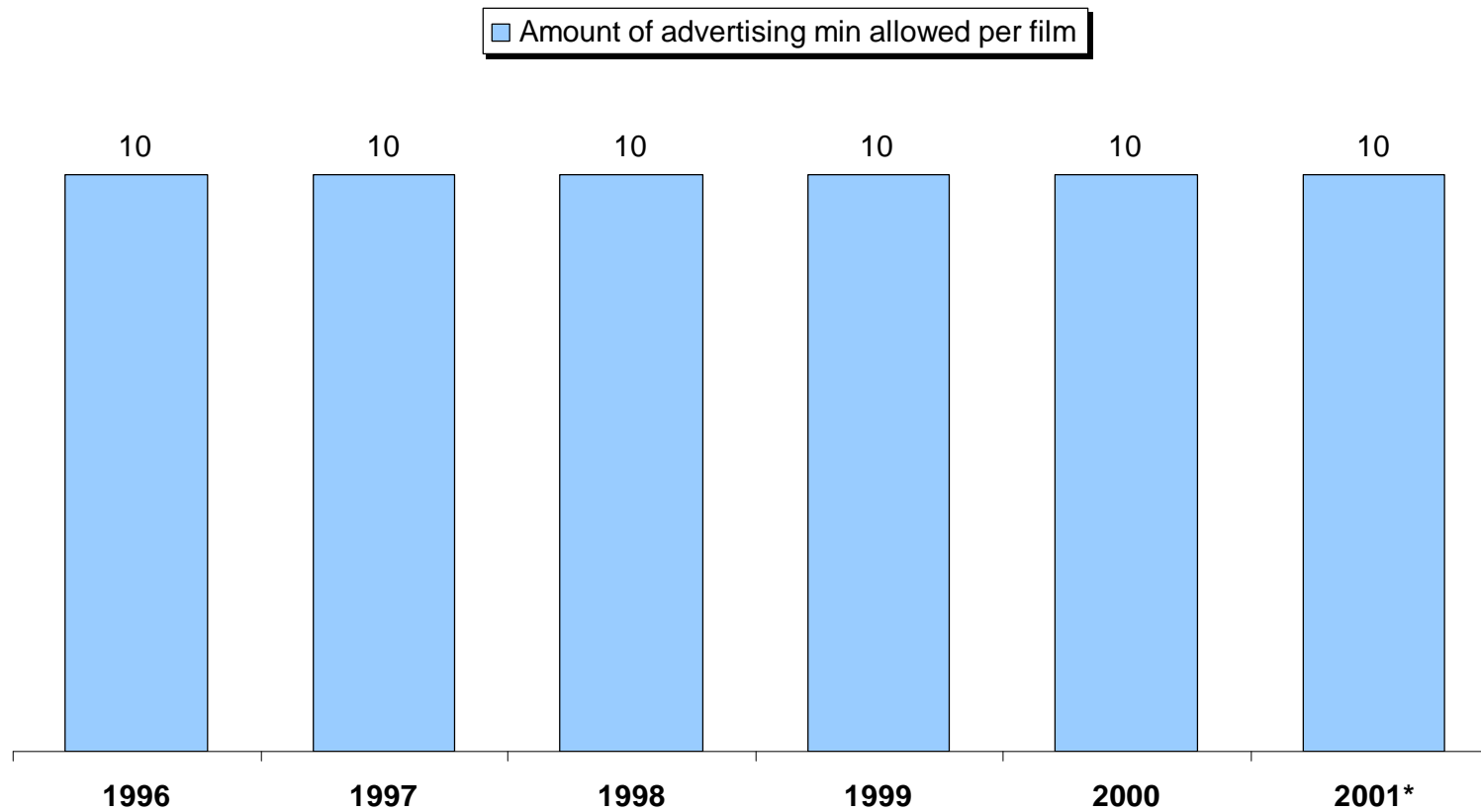
Sweden

Source : Svenska Filminstitutet
*Based on average week, target 15+

About Audiences



About Audiences



There are no breaks in cinema advertising, all commercial is shown before the movie starts

5.3. Commercial Offer in 2001

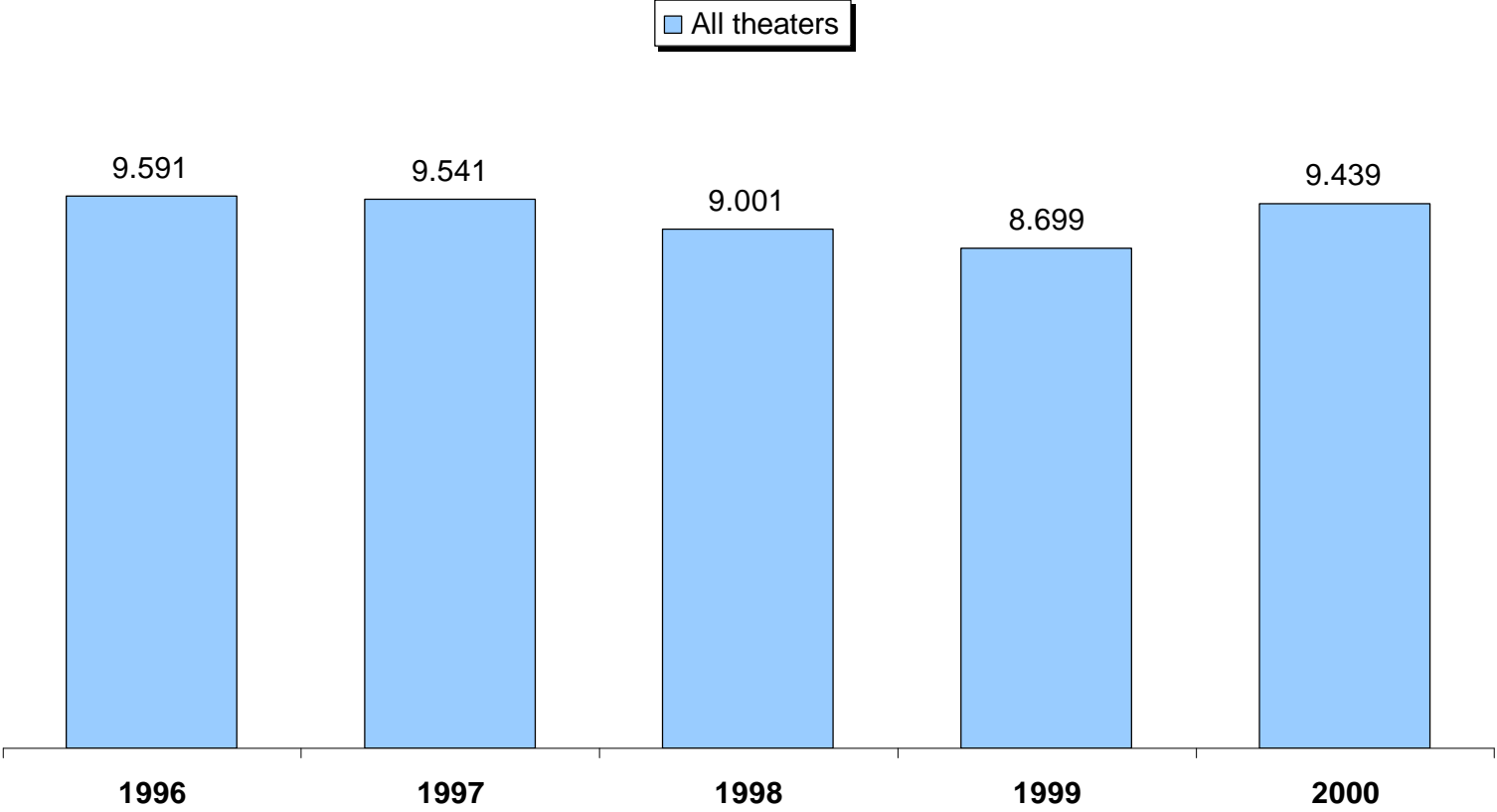
Sales houses	Owner	Status
SF Media	1	Local Network / Group
RMB	2	Part of an International Group

- SF is owned by Bonnier, a Swedish publisher
- RMB is owned by Sandrew Metronome and RMB International

5.4. Media investments

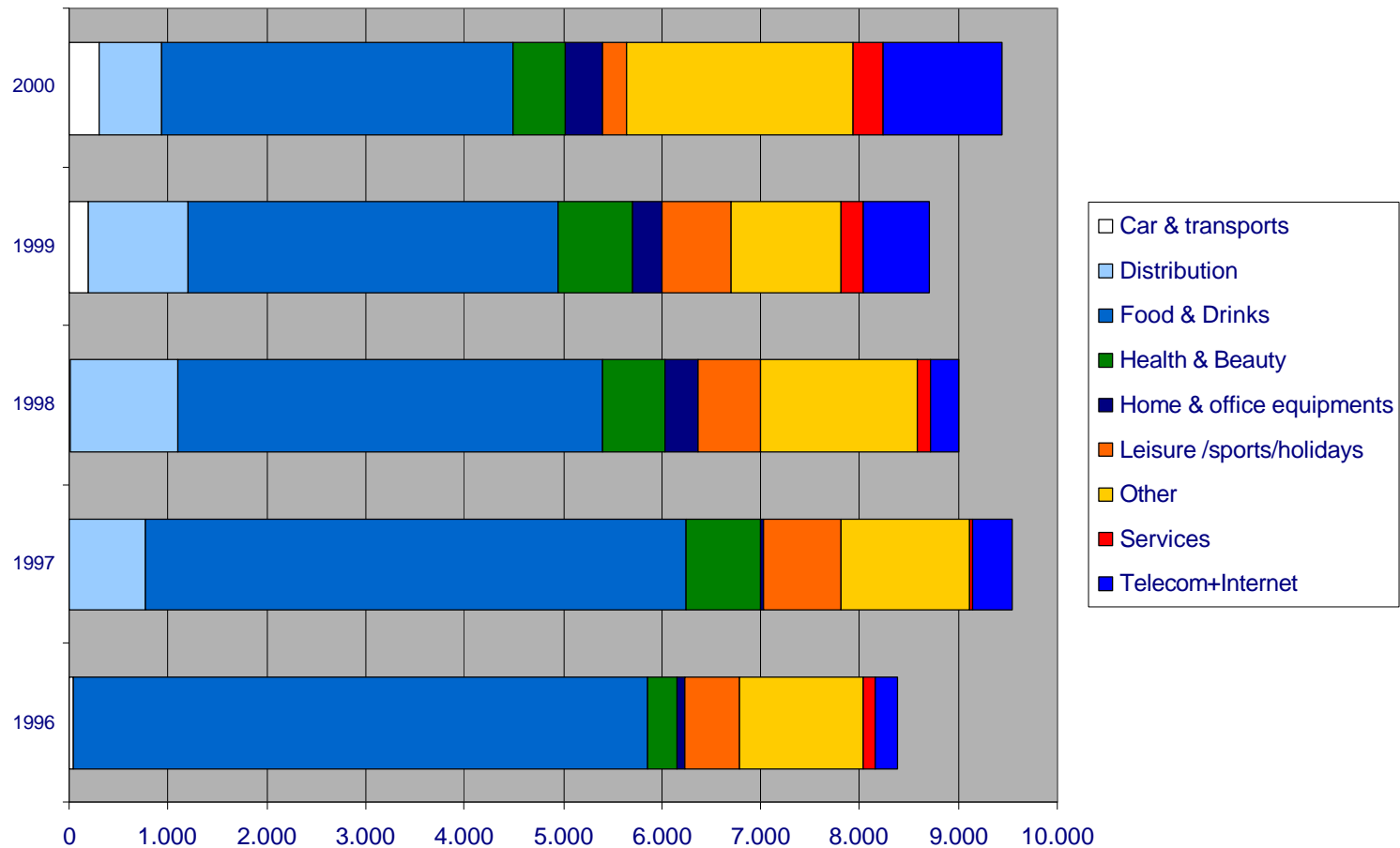
Media Investments

(In Space Value - in 000 EURO)



Media Investments

(In Space Value - in 000 EURO)



Media Investments

(In Space Value - in 000 EURO)

Cinema investments per sector	1996	1997	1998	1999	2000
All Cinema	8.389,20	9.541,10	9.001,20	8.698,60	9.439,20
Animals	na	na	na	na	na
Car & transports	39,40	0,00	15,20	194,40	303,10
Clothes and requisities	na	na	na	na	na
Distribution	0,00	775,40	1.092,10	1.012,90	632,50
Energy	na	na	na	na	na
Food & Drinks	5.817,00	5.461,50	4.286,40	3.741,80	3.556,30
Health & Beauty	298,50	760,20	636,80	744,90	529,20
Home & office cleaning products	0,00	0,00	0,00	0,00	0,00
Home & office equipments	79,60	37,70	331,90	308,50	372,00
Leisure /sports/holidays	549,80	771,90	641,10	699,30	242,80
Other	1.253,90	1.298,00	1.578,20	1.111,80	2.294,10
Services	115,40	36,10	142,20	219,00	298,30
Telecom+Internet	235,60	400,30	277,30	666,00	1.210,90
Tobacco	na	na	na	na	na

Media Investments

Split per Sector

Cinema investments per sector	1996	1997	1998	1999	2000
Animals	0,0%	0,0%	0,0%	0,0%	0,0%
Car & transports	0,5%	0,0%	0,2%	2,2%	3,2%
Clothes and requisities	0,0%	0,0%	0,0%	0,0%	0,0%
Distribution	0,0%	8,1%	12,1%	11,6%	6,7%
Energy	0,0%	0,0%	0,0%	0,0%	0,0%
Food & Drinks	69,3%	57,2%	47,6%	43,0%	37,7%
Health & Beauty	3,6%	8,0%	7,1%	8,6%	5,6%
Home & office cleaning products	0,0%	0,0%	0,0%	0,0%	0,0%
Home & office equipments	0,9%	0,4%	3,7%	3,5%	3,9%
Leisure /sports/holidays	6,6%	8,1%	7,1%	8,0%	2,6%
Other	14,9%	13,6%	17,5%	12,8%	24,3%
Services	1,4%	0,4%	1,6%	2,5%	3,2%
Telecom+Internet	2,8%	4,2%	3,1%	7,7%	12,8%
Tobacco	0,0%	0,0%	0,0%	0,0%	0,0%